



Yeovil Town Supporters Society Ltd (Glovers Trust)

## Minutes of meeting, 23<sup>rd</sup> August 2017

### The 94 Club, Yeovil

#### Present

Brendon Owen (BO)

Joe Fischer (JF)

Rod Jones (RJ)

Andy Richardson (AR)

Stuart Burrell (SB)

Adam Forster (AF)

Hugh Male (HM)

Dean Mountain (Minutes)

Simon Brimble (SBr)

Olly Jennings (OJ)

Catherine Reed (CR)

#### Apologies

#### Minutes of previous meeting and Matters arising

The Minutes for the meeting held 26<sup>th</sup> July 2017 were agreed as an accurate record.

BO has spoken to members of YTFC Ladies who have suggested the Trust could help distribute marketing material and promote volunteering opportunities on their behalf. RJ suggested we could sponsor a match or matchball. SB suggested that the Board put together suggestions on how the Trust could support the Ladies team, and ask members to vote on them.

**Action:** BO to contact YTFC Ladies to find out about sponsorship opportunities.

#### Finance Update

As at 22<sup>nd</sup> August the balance in the current account was £5,584.18. A payment of £474.60 has been made for new membership cards.

#### Membership

Only a small number of standing order payments for membership renewals have come through – this may be because the original forms were incorrect. We have also experienced problems with new applications finding their way through the system to give us an accurate record of who has paid and to enable membership cards to be issued. The Board discussed how we catch up with completed applications and make the process more efficient going forwards.

**Action:** OJ to collate details of all bank payments received from mid-June to date and bring to the tent before the next home game.

**Action:** OJ to be given access to online banking.

**Action:** SB to speak to Jack at the Arrow regarding take-up of the 20% discount for Trust members.

### Communications

There has been many posts on Facebook regarding the Trust recently, most of it useful and reasoned discussion. AF stated that the Trust needs to adopt/respond to good suggestions. RJ suggested we use this interest to appeal for volunteers.

**Action:** BO to contact some of those involved in the Facebook discussions to see if they are interested in getting involved in the Trust.

The Board discussed how we can improve the use of social media to develop the Trust. The editor of Ciderspace has suggested we need to produce a drip feed of information to maintain interest and provoke a response from members, which can be promoted on Ciderspace. AF suggested that we prepare a list of topics at each Board meeting, with the aim of posting two or three subjects each week.

**Action:** SB to respond to Ciderspace regarding communication suggestions.

SB suggested contacting local radio stations to ask whether they would consider a story on the relationship between YTFC and the supporters.

**Action:** SB to contact Radio Bristol/Somerset

SB suggested that we make more use of Twitter.

**Action:** AR to post a request for volunteers to help with the Trust's social media, particularly Twitter.

### AGM

The dates for the election of new members to the Board have been tweaked as followed:

- Nomination packs sent to members - **16<sup>th</sup> August**
- Completed nominations to be received – **6<sup>th</sup> September**
- Manifestos and postal ballot papers sent to members - **13<sup>th</sup> September**
- Deadline for postal votes to be received - **4<sup>th</sup> October**
- AGM and election results announced - **11<sup>th</sup> October**

AWASA are unable to assist with the administration of the election this year.

**Action:** BO to contact alternative organisations

If six or less nominations are received they will automatically join the four remaining members on the new Board, as long as they meet the election criteria.

### Any Other Business

SB has followed up the amended Supporters Alliance Terms and Conditions with Rich Rendall and asked if they can be approved prior to the next meeting.

AR will speak to a local charity to see if they can use out of date Trust merchandise.

**Date of next meeting: Wednesday 20<sup>th</sup> September 2017, 7:30pm, The 94 Club**